

Kevin Gurney

Sales & Merchandising Leader — Golf, Retail & Lifestyle

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Open to full-time, fractional & consulting roles · U.S. & Canada

Data-driven sales and merchandising leader with over 15 years in the golf industry — from the pro shop to national brand wholesale and distribution — who has worked his way up at every stop. Builds systems from scratch (including AI-powered tools), scales revenue, and turns reactive operations proactive. Skilled at key-account management, advanced Excel, and cross-functional leadership in fast-moving, resource-constrained environments.

— Experience

Key Accounts Coordinator · Mint Green Group

2025 – Present · Remote

Family-run sports distribution & retail-solutions company founded in 1974 — the exclusive distributor of Nike Golf & Tennis in Canada (Converse, '47, Cleveland Golf, Srixon, XXIO, Dunlop, U.S. Kids Golf) — expanding into the U.S. market.

- ◆ Primary focus on **Nike Golf** — Mint Green's largest brand — while supporting the wider portfolio.
- ◆ **Promoted from Inside Sales Support (U.S.)**. Built an AI-powered tool where none existed (reps previously figured it out ad hoc) that mines NetSuite order data to flag at-risk accounts (backorders, dropped styles, delays) 60–90 days ahead, replacing them before they reach customers.
- ◆ That proactive approach earned the promotion; now scaling a key-accounts book of business from ~\$3M toward \$20M+.
- ◆ Own the order lifecycle — reviewing and releasing orders, advising on available-to-ship inventory, sourcing replacement styles, and securing customer approvals to keep shipments on time.
- ◆ Manage EDI, 3PL fulfillment coordination, and returns (reconciling records and invoices); support executives with sales reporting and Excel analysis.

Wholesale Sales Manager · William Murray Golf

Mar 2023 – 2025 · Hybrid

Austin-based golf-and-lifestyle apparel brand launched in 2016 by the Murray brothers (led by Bill Murray) with Chive Media Group — known for bold prints and collaborations such as Tito's Handmade Vodka; sold DTC and via PGA Tour Superstore and Golf Galaxy.

- ◆ Collaborated on a cross-functional team that pitched ideas to the Murray brothers — partnering with the family on brand strategy, feedback, and counsel.
- ◆ At a scrappy startup, built the wholesale motion from the ground up — a self-built Excel CRM that landed new accounts and ran the pipeline.
- ◆ Led wholesale & merchandising across green-grass accounts, co-branded programs, and the NuOrder B2B portal; led WMG's 2024 and 2025 PGA Merchandise Show presences with a three-person team.
- ◆ Pitched national, regional, and local brand partners and worked in the field to support co-branded activations (Tito's Handmade Vodka, ESPN talent).

Director of Merchandise & eCommerce · Arcis Golf — Arrowhead Golf Club

Mar 2018 – Mar 2023 · On-site

Robert Trent Jones–designed public course set against dramatic red-sandstone formations in Roxborough, CO — an award-winning "Best of Colorado Golf" venue operated by Arcis Golf, the second-largest golf-course owner-operator in the U.S.

- ◆ **Promoted from Golf Operations Manager** to lead Arrowhead's entire retail operation — staff, regular clientele, promotions, marketing, and market research; first attended the PGA Merchandise Show as a buyer in 2015.
- ◆ Grew the golf shop to ~\$1M in annual sales through up-sell & cross-sell tactics, new brand assortments, and a self-built online ordering system; digital sales up 50% YoY.
- ◆ Curated premium assortments (Adidas, Nike, Under Armour, TaylorMade) and destination bundles like the "Red Rocks Package," lifting average order value 30%.

Golf Operations Manager · Mar 2015 – Mar 2018

- ◆ Ran daily operations of a high-volume public course and led a 12-person team across 100+ tournaments; streamlined POS, cash handling, and seasonal staffing.

Head Golf Professional · White Oaks Country Club

Sep 2008 – Oct 2014 · On-site

Semi-private, oak-lined 18-hole daily-fee club (par 71) in Gloucester County, South Jersey — an accessible, value-oriented course.

- ◆ **Worked up from an outside-service role to Head Golf Professional** over six years — with stints across membership, pro shop, and back office.
- ◆ Directed operations, merchandising, and member services; doubled membership from ~300 to ~600 in just two years by repositioning pricing and offerings against competing courses.
- ◆ Oversaw tournament planning, staffing, and budget management.

— Skills & Tools

Strategy: Key Account Management · Merchandising Strategy · Vendor Negotiations · Inventory & Demand Planning · eCommerce Management · Go-to-Market · Market Research

Operations: Sales Operations · B2B Sales Enablement · Order Management & Returns · Promotions & Retail Marketing · Event Coordination · Team Leadership

AI & Automation

Advanced Excel

EDI

3PL & Logistics

NuOrder

Oracle ERP

NetSuite

Google Sheets

POS Systems

CRM (self-built)

— Brands & Partners

Nike

Adidas

TaylorMade

Under Armour

Converse

Callaway

FootJoy

Titleist

TravisMathew

Swannies

Bad Birdie

— Education

Rutgers University, School of Communication & Information · B.A., Communication & Media Studies